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ABSTRACT

The results of a nationwide questionnaire survey of over 1,700 braille readers are reported in this document. The objective of the study was to provide new and current information on the characteristics and readership preferences of braille readers served by the Library of Congress's Division for the Blind and Physically Handicapped (DBPH). The methodology and sampling procedures were designed by Government Studies and Systems (GSS) of Philadelphia. The report is limited to a summary of survey response data and contains no evaluation of present or possible future DBPH policies and programs. The actual survey questionnaire, the response tables, the work plan and methodology, and the states included in the survey are presented in an extensive set of appendixes. (WDR)

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Braille Reader Survey

Analysis

Prepared for the

Division of Blind and Physically Handicapped

by

Government Studies & Systems

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Prefatory Note

This report is the product of a collaborative study by the Library of Congress' Division for the Blind and Physically Handicapped (DBPH) and Government Studies and Systems (GSS) of Philadelphia. The objective of the study was to provide new and current information on the characteristics and readership preferences of braille readers served by DBPH.

The information was obtained through a nationwide questionnaire survey of more than 1,700 braille readers selected under statistically controlled procedures from four braille publication subscriber lists: Braille Book Review, Monitor, Forum and New Outlook. The Braille Book Review list served as the basic sampling source.

GSS designed the methodology and sampling procedures used in the survey, collaborated with DBPH on preparing the questionnaire, and outlined procedures for tabulating the response data. DBPH conducted the survey and tabulated questionnaire responses.

This report is limited to a summary of survey response data and contains no evaluation of present or possible future DBPH policies and programs for providing library services to braille readers. It is hoped that the report and data which it contains will be of use to DBPH in carrying forward its policy and program planning responsibilities.

Rodney P. Lane directed the project and was assisted by Sharon M. White. Dr. Morris Hamburg, Professor of Statistics and Operations Research, University of Pennsylvania, served as special statistical consultant. Mr. Richard Evensen provided excellent liaison with DBPH throughout the project.

Government Studies & Systems
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BRAILLE READER SURVEY ANALYSIS

Major Findings and Conclusions

General Finding

1. On the basis of the percentage and distribution of returned survey questionnaires, it can be concluded that braille readers are interested in the nature and scope of the library services offered by the Division of the Blind and Physically Handicapped. A return of 40 percent on a nationwide questionnaire from respondents selected systematically from four braille subscriber lists is evidence of this substantial interest. The response was equally high (about 33%) among respondents selected from the Braille Book Review, Monitor, and Forum source lists. It was even higher (51%) from the New Outlook subscriber list. (See Table 1, Appendix B.)

2. There were observed differences among responses of respondents selected from the supplementary source lists compared to the Braille Book Review list which was used as a primary source. These differences, to the extent they occur, suggest that the BBR list may not be fully representative of all braille readers. This finding may or may not be related to DBPH policy and program objectives, but it is a fact worthy of note.

3. The manual tabulations procedures used in processing survey response data were a limiting influence. They necessitated an early cut-off date for returns that could be included, and prevented the kind of cross tabulations and interpretative analyses which could provide much additional information on readership characteristics and and preferences. After the present time limited budget and program planning period, the Division should consider expanding the analysis to include all later returns and computer analysis of survey responses.

4. Organizing and conducting this extensive national survey and tabulating the response data was a fairly sizeable operation requiring substantial funds and DBPH staff time. Consideration should be given to conducting limited annual or biennial up-date sample surveys to detect shifts and changes in response patterns, and to maintain the quality of this base survey.

Readership Characteristics

1. Fifty-eight percent of the respondent group were women and 42% were men. A comparable breakdown, by sex, existed among all four respondent groups. (See Table 2)

2. Nearly half of the respondents (47%) were in the over 40 year age group, with less than 10 percent in the older (over 65) group. The average age of Forum and New Outlook respondents tends to be older. Children and young people are in the minority on all lists. (See Table 3)
3. Students represent about one-fourth of the respondents. Student representation is significantly lower (10%) among New Outlook respondents. (See Table 4)

4. Forty-four percent of the respondents were employed either full-time or part-time. About 15 percent were retired and 41 percent were in the not employed category. Employment status varies among respondents from different source lists. Most significant variation is the 82 percent of New Outlook respondents employed either full or part-time. (See Table 5)
5. Of the seven types of employment categories, the highest percentage (34%) of respondents listed themselves as professional or technical workers. Widest sub-group variation is the 72 percent of New Outlook respondents who listed themselves as professional or technical workers. Housewives (16%) represent a substantial category. (See Table 6)

Forms, Preferences and Sources of Reading Materials

A. Use of Braille Materials

1. Almost three-fourths (72%) of respondents indicated an ability to use mediums other than braille. An even higher percentage of New Outlook respondents (84%) were able to use mediums other than braille. The largest proportion of respondents who read braille only was the 36 percent from the Monitor source list. (See Table 7)
2. Regardless of the responses indicating a high percentage who were able to use non-braille reading forms, the data indicated that about 50 percent of the reading volumne was through the use of the braille form. Monitor readers indicated more than 60 percent of their reading was in braille. (See Table 8)
3. In response to the question as to whether they need mostly books, mostly magazines or about one-half books and one-half magazines, the respondents were evenly divided. Among the sub-group of respondents, 46 percent of BBR respondents said they read mostly books while Monitor, Forum and New Outlock subscribers indicated lower book preference ranging from 14 to 18 percent. (See Table 9)

4. The largest percentage of respondents (45 percent) stated they read an average of 2 - 6 book volumes per month, and a fairly high proportion (35 percent) read one or fewer book volumes as a monthly average. Forum respondents reading one or less volumes per month represented an even higher percentage (50 percent). (See Table 10)

5. More than 80 percent of all respondents indicated that they read more than two magazine volumes per month, and nearly one-third (31 percent) stated they read more than seven magazine volumes on a monthly average. New Outlook subscribers appear to be the most avid magazine readers--93 percent of the group read two or more volumes per month. (See Table 11)
6. Most respondents (44 percent) indicated that they had no preference on the length of braille books. Another 50 percent preferred either short or medium length books. About one-third of New Outlook subscribers preferred short books. (See Table 12)
7. An even higher percentage (72%) indicated no preference on the length of braille magazines, and another 16 percent preferred short (one part) magazines. Almost twice as many (31 percent) of Forum respondents preferred short magazines. (See Table 13)

B. Type of Reading Material Preferred

1. Among seven subject matter categories, books classified as entertainment (novels, short stories, adventure, romance, plays, poetry, etc.) ranked highest (24 percent) as one of the first four preferences of all respondents. General information books (history, science, music, current affairs, etc) ranked next highest (20 percent). Religious and vocational-professional books ranked lowest in terms of selection as one of the first preferences. In terms of a specific ranking preference, i.e., selection as 1st, 2nd, 3rd or 4th choice, entertainment books again ranked first, general information books ranked second and religious and vocational-professional books ranked lowest. The actual rankings, based on percentage response preferences, as either first or second choice, are summarized below and reflect the same pattern.

Subject Matter	Ranked Preference
Entertainment	1
General Information	2
Hobbies	3
Education	4
Reference Books	5
Religion	6
Vocational-Professional	7

(See Table 14)

2. Magazine preferences varied much less than the preferred choice of book subject matter. Among five categories of magazines, the percentages reflecting a choice as one of the first three preferences were almost equally divided. The same pattern, was observed in the specific preferences as either 1st, 2nd or 3rd choice selection. The ranking as either first or second preference are summarized below along with the percentages on which the rankings are based. (See Table 15)

	Preferences	
Type of Magazine	Percent	Rank
General Interest	27	1
Entertainment	24	2
News and Public Affairs	24	2
Professional or Vocational	15	3
Special Interest	10	4
	100	

C. Source and Availability of Braille Reading Materials

1. Over half (55%) of respondents indicated that they obtained their braille books mostly from regional libraries, and about 26% said they obtained about half of their books from the regional libraries and about half from other sources. This suggests that about 65 --70 percent of all braille books are

obtained through the regional libraries. More BBR respondents (61%) stated that they obtained most of their books from regional libraries, but all respondent groups made heavy use of the regional libraries. (See Table 16)

2. More than half (51%) of the respondents said the number of books they could obtain from regional libraries was adequate, and an additional 23% stated the regional library supply was more than they used. This means that book services offered by regional libraries was considered at least adequate by 74% of the respondents. However, 36 percent of respondents viewed the regional library book service as either less than adequate (26%), or much less than adequate (10%). Thirty-eight percent of Monitor respondents felt the regional library book supply was inadequate. (See Table 17)

3. Almost two-thirds (61%) of respondents reported that the number of magazines obtainable from regional libraries was adequate, and an additional 20% that the supply available was more than they used. Nineteen percent believed the supply available was inadequate. The pattern of responses among different groups of respondents and among regions was closely similar to the national averages. (See Table 18)

BRAILLE READER SURVEY ANALYSIS

Objective and General Methodology

The basic purpose of this survey was to gain insight on the characteristics and reading preferences of braille readers as a basis for improving the braille reading services provided by the Library of Congress' Division for the Blind and Physically Handicapped. A total of 1,735 questionnaires were sent to readers selected from four lists of names. The questionnaire used in the survey is included in this report as Appendix A. Questionnaire response tables are included as Appendix B.

The basic source used to select braille readers was the Braille Book Review list (BBR), maintained by the Division for the Blind and Physically Handicapped. In order to make certain that the survey included the broadest possible representation of braille readers, three additional lists containing names of subscribers to the Monitor, Forum, and New Outlook publications were used. Procedures followed in selecting names from these lists were designed to satisfy a statistical randomizing process. Care was taken to note and tabulate separately names appearing on two or more of the lists, but only a few (less than 5) questionnaires were received from respondents whose name appeared on more than one list. Survey methodology and sampling procedures are outlined in Appendix C.

Table 1 shows the number of questionnaires sent and received from braille readers selected from each of the lists. A total of 624 questionnaires were received, representing a 35% return of the number of questionnaires distributed. The percentage of questionnaires received from each of three sources were comparable ranging from 33% to 35%. The percentage response from subscribers to New Outlook was significantly higher, at 51%. It is known that at least 60 additional returns have been received since the cut-off date so that the overall response to the questionnaire may well be above a 40% return.

Not all respondents replied to each question. In addition, some responses to questions were not clearly marked and had to be excluded from the tabulation for that reason. This means that the total number of responses to each question varies, as is clearly evident in the tables included in this report. The rule used in tabulating the data was to include responses to individual questions rather than to disgard the entire questionnaire by reason of incompleteness. A few of the questionnaires (less than ten) returned were totally incomplete or unclear, and were discarded for purposes of tabulation. No apparent bias was introduced by these screening and tabulation procedures.

In addition to tables showing national averages and patterns basis, the data were tabulated to show readership data and preferences of respondents selected from each source

list and from each of nine geographic regions of the country. The nine geographic regions represent the grouping of states in accordance with U.S. zip code identifications. The states represented in each of the nine regions are listed in Appendix D.

It should be noted that the sampling procedures used in the survey were not designed to insure or control statistical representation from each region. While the regional summaries should be interpreted with some caution because of this fact, the data may still be used to provide some guidelines on differences in readership patterns among the various geographic sections of the nation.

Characteristics of Respondents

1. Sex (See Table 2)

Fifty-eight percent of the respondents were female and 42% were male. The sex breakdown of respondents from the various source lists were generally similar to the overall national percentages. Wider variation in the sex breakdown of respondents is indicated among the various geographic regions. For example, the percentage of female respondents ranged from 48% in region 5 to 68% in region 6.

2. Age (See Table 3)

Twenty-five percent of the 557 respondents to this question were under 25 years of age. Only 3% were under 15. The group in the age category between 25 and 40 represented 28% of the total respondents. Respondents over 40 represented 47% -- nearly half of the total. Only 9% were older than 65 years.

The percentages of young readers (under 25) from the BBR and Monitor source lists were generally comparable to the national pattern. Thirty percent of BBR readers and 23% of Monitor respondents were in this caterory. Similarly, the proportion of BBR and Monitor readers, over 40 years of age, represented about the same percentage as in the national sample. It should be noted that only the BBR source list provided any readers under the age of 15 years, and that proportion was only 4%. The percentage of Forum readers in the over 40 age category was 77%, however, and the comparable percentage from the New Outlook source list was 64%. Thus, it would appear that there is a high percentage of older readers among Forum and New Outlook subscriber lists.

The percentages of readers in the various age groups among the nine regions vary, but it would be hazardous to make specific comments on the significance of the variation.

3. Student Status (See Table 4)

On a national basis, 27% of the respondents were students -- either full or part-time, and 73% were in a non-student category. The percentage of students among respondents, by source, ranged from 31% in the BBR to 10% among New Outlook respondents. Clearly, the percentages of students among BBR and Monitor respondents are significantly higher than represented in the Forum and New Outlook lists. On a regional basis, the percentage students ranged from 19% in region 6, to 32% in regions 3 and 4.

4. Employment (See Table 5)

Forty-four percent of all respondents were either employed on a full or part-time basis, while 56% were either not employed or retired. A total of 41% of the respondents were in the not employed category, and 15% of respondents were retired.

There are several distinct variations to be noted in the employment status among respondents from the different subscriber lists. In general, the employment status of the BBR and Monitor respondents was similar to the national percentages described above. However, a somewhat higher percentage of Forum respondents (43%) were employed full time and the 23 percent of these respondents who listed themselves as retired represents the highest proportion of retired persons among all source lists. The widest deviation is the 82% of New Outlook respondents who were employed either full or part-time. Of this total, 75% were employed full time. Only 7% of New Outlook respondents were retired.

Among the regional tabulations, there are some variations worthy of note. Region 1 has the smallest percentage of persons employed full time and, concomitantly, the largest percentage (54%) of persons not employed. Regions 3 and 4 have the highest percentage of employed readers (52% and 53%, respectively). The percentage of persons in the retired category varies from 6% in region 4 to 18% in regions 7 and 9.

5. Type of Current or Past Employment (See Table 6)

Nationally, the largest percentage of respondents (34%) placed themselves in the "professional or technical" category, in indicating their current or past employment. Housewives, the next highest category, represented 16% of the respondents, and clerical employment represented 12%. Farm workers (1%) and managers or administrators (6%) represented the smallest proportions among employment categories.

The pattern in the type of employment among respondents from the various source lists varied widely. For example, 15% of the BBR respondents were in the clerical category compared to much lower percentages for this type of employment for Monitor, Forum, and New Outlook respondents.

In conformity with the national pattern, the number of professional or technical workers from each source list was numerically the most significant employment type. The most pronounced pattern, however, is represented by the 72 percent of New Outlook respondents in the professional-technical category. The percentages of professional or technical workers from the other lists were 25% from BBR, 28% from Monitor, and 40% from the Forum list. The percentage of housewife respondents from the BBR, Monitor, and Forum lists was also significant and varied from 17% to 23%. However, only 3% of New Outlook respondents were housewives.

Form, Preferences and Source of Reading Materials

A. Use of Braille Materials

1. Is Braille the Only Reading Medium You Are Able to Use? (See Table 7)

Almost three-fourths (72%) of respondents were able to use reading mediums other than braille. Individual responses, by source, are in close agreement with this figure. New Outlook respondents evidenced the largest differentiation from the national average: 84% of these respondents were able to use mediums other than braille. On the other hand, more than one-third (36%) of Monitor respondents indicated that they could use only the braille medium.

The pattern of responses by region was generally comparable to the national pattern. Regions 1 and 7 differed most from the national totals. Region 1 has the highest percentage of persons able to use only braille (38%), and region 7 has the lowest (18%).

2. In Terms of Numbers of Titles, Do You Read More in Braille Than in Recorded Forms? (See Table 8)

Nationally, responses were almost equally divided between readers using mostly braille and those using mostly recorded forms. Volume of braille titles read represented 51% compared to 49% for other recorded forms. By source, only Monitor respondents differed significantly in that 61% of these readers used braille reading materials more than recorded forms.

On a regional basis, the percentage of respondents using more braille reading materials ranged from a high of 60% in region 3 to a low of 32% in region 6. Thus, in region 6, more than two-thirds (68%) of the respondents indicated they read more in mediums other than braille.

3. Comparison of Amount of Braille Book and Magazine Reading (See Table 9)

In this question, respondent braille readers were asked whether they read (1) mostly books, (2) about half books and half magazines, or (3) mostly magazines. Nationally, the responses were about evenly distributed among the three options described. Thirty-five percent of the respondents indicated they read mostly books; another 35% indicated mostly magazines; and 30% stated they read about half books and half magazines.

There were considerable variations from this national pattern among the respondents from the different source lists. Among BBR respondents, 46% said they read mostly books, while the percentages of Monitor, Forum and New Outlook respondents indicated this readership pattern was much lower ranging from 14% to 18%. Fifty-five percent of Forum respondents indicated they read mostly magazines.

This characteristic of readership preference varies somewhat among the nine regions, but not markedly. In region 7, 22% of the respondents indicated they read mostly books and another 44% said mostly magazines. In region 8, the figures were almost reversed -- 48% said they read mostly books and 25% selected the mostly magazine option.

4. Average Number of Braille Book Volumes Read Per Month (See Table 10)

On a national basis, the largest percentage of respondents (45%) indicated that they read between two and six book volumes per month. Another 35% said they read one or less volumes per month. Only 5% selected the category of more than 15 volumes per month.

Respondent averages, by source, remained very close to overall national averages. Only the Forum respondents differed significantly. One-half of Forum respondents indicated that they read one or less volumes per month. Only 5% of these respondents read seven and fifteen volumes per month.

Regional patterns varied somewhat from the national totals, but in general, among all regions, most respondents indicated they read between two and six braille volumes per month.

5. Average Number of Braille Magazine Volumes Read Per Month (See Table 11)

Nationally, 51% of the respondents designated that they read between two and six magazine volumes per month. Of the remaining 49%, 23% of the respondents read between seven and fifteen volumes per month, and 8% read 15 or more volumes. Thus, 82% of all respondents indicated they read more than two magazine volumes per month, and only 18% stated the number of such volumes at one or less.

With some variations, the national pattern is replicated among respondents from the various source lists and from the various regions. Ninety-three percent of New Outlook subscribers read two or more magazine volumes per month. The lowest comparable percentage is for BBR subscribers as shown by the data that 78% of these respondents read two or more magazine volumes per month.

6. Preferred Length of Braille Books (See Table 12)

Most respondents (44%) held no preference as to the length of the braille books they read. Half of the respondents (50%) preferred either short or medium length books, with an even distribution (25%) of respondent preference in each of these two size classes. Only 6% of the respondents indicated a preference for long (over five volumes) books.

In general, size preferences of respondents, by source, differed little from the national pattern. New Outlook subscribers showed the largest difference in that a higher percentage (34%) of these respondents preferred shorter books and a smaller percentage (3%) preferred the longer books.

Regionally, more variation can be observed. The percentage of respondents preferring short books ranged from 16% in region 7 to 40% in region 6. On the other hand, respondents indicating no preference were at a consistently high percentage in all regions, ranging from 32% in region 8 to 51% in region 7.

7. Preferred Length of Braille Magazines (See Table 13)

Compared to responses on the preferred book length, an even higher percentage of respondents (72%) held no preference as to the length of braille magazines. Of the 28% expressing a preference, 16% selected short magazines (one part), and 12% selected long magazines (2 or more parts).

The pattern in this readership preference was generally similar among respondents from different source lists and from different regions. The percentage expressing no preference ranged from 55% for Forum subscribers to 77% for the New Outlook group. Thirty-one percent of Forum subscribers preferred short magazines.

Among the regions, the highest expressed preference was the 33% of region 1 respondents who favored short magazines. The lowest preference for short magazines was the 11% for regions 7 and 9.

B. Type of Reading Materials Preferred

1. Subject Matter of Books Preferred (See Table 14)

In the time available for analysis of survey responses, it was not possible to tabulate and review preferences among braille readers from the different source lists or from the various regions. However, the tabulations of both the type of books and magazines preferred do show national patterns and preferences. Respondents were asked to select types of books representing their first four choices, and then to rank each preference on a scale of one to four.

Books classified as entertainment (novels, short stories, adventure, romance, plays, poetry, etc.) were selected as one of the first four choices by most respondents. Approximately 646 readers responded to this question making a total number of 2,584 respondent choices within the first four ranked preferences (646 x 4 = 2,584). Entertainment books, as described above, were selected as one of the first four preferences in 24% of the respondent choices. The next highest category for a ranking as one of the first four preferences was general information books (history, science, music, current affairs, etc.) representing 20% of the choices. The lowest ranking categories were religious books at 8% of the choices and vocational-professional books at 10% of the choices.

Additional specificity and confirming judgment was made possible by tabulating the number of times each type of book subject matter was actually ranked as either the first or

second preferred choice. Of the 886 total choices for first preferences, entertainment books were selected in 35% of the responses. Again, the next highest subject matter preferred was general information books, and again vocational-professional and religious books were preferred by the smallest percentage of respondents. The same results were obtained through the tabulation and comparison of first and second choices. Clearly, entertainment and general information books, as described above, represent the type of book reading materials preferred by most (above 50%) respondents.

2. Preferred Type of Magazine Reading Material (See Table 15)

Tabulations comparable to those made to determine book subject matter preferences were developed for magazines. Respondents were asked to rank which type of magazine reading material they would rank within their first three choices.

Magazine preferences varied much less than the preferred choice of book subject matter. Approximately 515 respondents answered this question making the total number of choices that a type of magazine could be ranked as 1st, 2nd, or 3rd preference as 1,546 (515 x 3 = 1,546). The percentages representing the ranking as one of the first three choices were almost evenly distributed. Twenty-three percent of the choices were for general interest magazines followed closely by 22% for entertainment periodicals and another 22% for public affairs magazines. Special interest periodicals

ranked slightly lower (19%) and professional-technical journals ranked lowest of all (14%).

This overall pattern was replicated in the tabulations showing which type of magazine was actually ranked first and second preference. Clearly, general interest magazines, entertainment magazines and news and public affairs periodicals are preferred as the first or second choice by most respondents. The popularity of these three types of magazines among braille readers is about equal. A significant percentage also like special interest magazines and a smaller proportion prefers professional or technical journals.

C. Source and Availability of Braille Reading Materials

1. Sources Used to Obtain Braille Books (See Table 16)

Over half of all respondents (55%) indicated that they obtain braille books mostly from regional libraries. Respondents were asked whether they obtained braille books mostly from regional libraries, mostly from other sources, or an equal amount from each of these possible sources. Nineteen percent of the respondents obtain braille books mostly from other sources, while a larger percentage (26%) indicated an equal use of regional libraries and other sources of reading materials. This suggests that about 65%-70% of all braille books are obtained from regional libraries.

Analysis of differences among sources show that BBR respondents use regional libraries more than respondents from all other source lists (61%). Regional library use by Monitor, Forum and New Outlook respondents ranged from 40%-49%. Nonetheless, regional libraries is the source of braille books most frequently used by all respondent groups at percentages ranging from 60%-70%.

Among the nine regions, there are only minor deviations from the national averages. Regional libraries are the source chosen by the largest percentage of respondents in all regions for most of their braille books. In regions 5, 6 and 8, the regional library was the source indicated by over 60% of the respondents.

2. Adequacy of the Number of Braille Books Obtainable From Regional Libraries (See Table 17)

Respondents were asked to evaluate the adequacy of the number of braille books which they can obtain from regional libraries. They were asked to check one of four possible responses: (1) more than you use, (2) adequate, (3) somehwat less than adequate, and (4) much less than adequate. More than half (51%) of the respondents said the number of books they could obtain was adequate and an additional 23% indicated that the regional library supply was more than they used. Thus, the number of books obtainable from regional libraries was considered adequate or more than adequate by 74% of the respondents. Twenty-six percent felt that the number of books they could obtain was less than adequate; of these, 10% believed the number of books they could obtain to be much less than adequate.

Sixty percent of the Forum respondents found the number of books obtainable to be adequate and an additional 21% indicated the supply was more than they used. The group most critical of regional library book availability was Monitor respondents. Thirty-eight percent of this group thought the number of books obtainable at regional libraries was inadequate.

Among the regional tabulations, there is a general conformity to the national pattern. Region 6 differs somewhat

in that it has the highest percentage of respondents who evaluated the regional library book supply as more than adequate (37%).

3. Adequacy of the Number of Braille Magazines Obtainable From Regional Libraries (See Table 18)

Respondents were asked to evaluate the number of braille magazines obtainable from regional libraries in the same manner as with braille books. Among the four possible selections, it is of note that the pattern of responses corresponds closely to that for braille books. Eighty-one percent of the respondents stated that the number of magazines obtainable at the regional libraries was either adequate or more than adequate. Twenty percent of the respondents believe that the number of magazines they could obtain was more than adequate. Nineteen percent stated the supply obtainable to be inadequate, with 13% as less than adequate and 6% as much less than adequate.

Variances from the national pattern among respondents from the different source lists and from the nine regions are not significant.

APPENDIX A

Survey Questionnaire

BRAILLE READER SURVEY

Division for the Blind and Physically Handicapped
The Library of Congress
April, 1974

Your name was drawn in a randomly selected sample of braille readers to participate in a nationwide survey of readership preferences. The objective of the survey is to assist the Division for the Blind and Physically Handicapped in providing the best possible selection and distribution of braille reading materials.

Please complete the following braille questionnaire and return it as soon as you can, not later than two weeks after it reaches you, if at all possible. We need the completed questionnaires to help us make important budget decisions in the near future. A self-addressed, postage-paid envelope has been enclosed for your convenience. The braille questionnaire has been overprinted for your possible convenience.

The survey is designed exclusively for braille readers. It is possible, however, that the lists used in the sample selection included a few names of persons who do not read braille. If you do not read braille, please mark the braille line provided below and return the questionnaire without completing it.

I do not read braille ----

Using a pencil, please mark along the braille dashed line following the items of your choice. All questions, except those which deal specifically with regional library services, refer to your total braille reading needs and habits.

1. Is braille the only reading medium you are able to use?

Yes ----
No ----

2. In terms of numbers of titles, do you read more in braille than in recorded forms?

   Yes ----
   No ----

3. From the following categories, indicate which type of materials you read in braille most often.

   Mostly books ----

   About half books and half magazines ----

   Mostly magazines ----

4. Indicate, from the choices provided below, the source of braille books which you use.

   Mostly from regional libraries ----

   Mostly from other sources ----

   Half from regional libraries and
   half from other sources ----

5. Please indicate your preference, if any, for the length of braille books.

   Short books (1-2 volumes) ----

   Medium-length books (3-5 volumes) ----

   Long books (over 5 volumes) ----

   No special preference ----

6. Please indicate your preference, if any, for the length of braille magazines.

   Short magazines (1 part) ----

   Long magazines (2 or more parts) ----

   No special preference ----

7. We have listed and given examples below of seven general types of reading materials. We want to know, of these seven categories, which four do you most prefer and we also ask that you rank your four choices. Indicate your first choice by marking the dashed line after number 1 following that category. Indicate your second choice by marking the dashed line after number 2, etc.

Education (textbooks, technical references, foreign languages, etc.) 1 ----, 2 ----, 3 ----, 4 ----

Entertainment (novels, short stories, adventure, romance, plays, poetry) 1 ----, 2 ----, 3 ----, 4 ----

General information (history, science, music, current affairs, etc.) 1 ----, 2 ----, 3 ----, 4 ----

Hobbies and how-to-do-it books (crafts, cookery, repair, gardening) 1 ----, 2 ----, 3 ----, 4 ----

Reference books (dictionary, encyclopedia, primary documents, etc.) 1 ----, 2 ----, 3 ----, 4 ----

Religious books 1 ----, 2 ----, 3 ----, 4 ----

Vocational or professional books 1 ----, 2 ----, 3 ----, 4 ----

8. Select your first three choices from the list of five general categories of braille magazines given below. Use Use the same procedure for ranking as in Question 7, above.

Entertainment and recreation 1 ----, 2 ----, 3 ----

General interest 1 ----, 2 ----, 3 ----

News and public affairs 1 ----, 2 ----, 3 ----

Professional or vocational journals 1 ----, 2 ----, 3 ----

Subject of special interest 1 ----, 2 ----, 3 ----

9. On the average, how many braille book volumes do you read per month? (Mark one)

1 or less ----

2-6 ----

7-15 ----

more than 15 ----

10. On the average, how many braille magazine volumes do you read per month? (Mark one)

1 or less ----

2-6 ----

7-15 ----

more than 15 ----

11. Are the number of braille books which you can obtain from the regional libraries (please mark one):

More than you use ----

Adequate ----

Somewhat less than adequate ----

Much less than adequate ----

12. Are the number of braille magazines which you can obtain from the regional libraries (please mark one):

More than you use ----

Adequate ----

Somewhat less than adequate ----

Much less than adequate ----

* * * *

In examining readership preferences, it will greatly assist the survey if you will provide the following information about yourself.

13. Female ----

Male ----

14. Indicate which of the following age groupings includes you (age last birthday):

Under 15 years ----

15 and under 25 ----

25 and under 40 ----

40 and under 65 ----

Over 65 ----

15. Are you either a full-time or part-time student?

Yes ----
No ----

16. Please indicate your employment status:

Employed full-time ----

Employed part-time ----

Not employed ----

Retired ----

17. Type of current or past employment (please mark the one that is more appropriate):

Clerical ----

Craftsman ----

Farm worker ----

Housewife ----

Manager or administrator ----

Musician ----

Professional or technical ----

Sales worker ----

Service worker ----

If you wish to make further comments, please enclose a note.

APPENDIX B

Questionnaire Response Tables

1-18

Table 1

Distribution of Total Responses

Source	Sent	Received	% Received
BBR	1,176	405	34
Monitor	236	79	33
Forum	168	59	35
New Outlook	155	79	51
BBR-Monitor	NA	1	-
BBR-Forum	NA	1	-
TOTALS	1,735	624*	35%

*Fifty-six questionnaires received after the cut-off date are not included in these tabulations.

Table 2

Distribution of Responses, by Sex

A. National Totals

	Number	%
Female (F)	329	58
Male (M)	234	42
Total	563	100

B. Totals By Source

	Female	%	Male	%	Total
Braille	219	59	150	41	369
Monitor	38	58	27	42	65
Forum	28	52	26	48	54
New Outlook	43	59	30	41	73
Braille-Monitor	-	-	1	-	1
Braille-Forum	1	-	-	-	1

C. Totals By Region

	Female	%	Male	%	Total
1	20	57	15	43	35
2	48	52	45	48	93
3	32	65	17	35	49
4	19	58	14	42	33
5	42	48	45	52	87
6	26	68	12	32	38
7	48	66	25	34	73
8	49	64	28	36	77
9	45	58	33	42	78

Table 3

Distribution of Responses, by Age

A. National Totals

Age Groups		Number	%
Under 15 years	(A)	14	3
15 and under 25	(B)	122	22
25 and under 40	(C)	153	28
40 and under 65	(D)	206	38
Over 65	(E)	62	9
	TOTAL	557	100%

B. Totals By Source

	A	%	B	%	C	%	D	%	E	%	T
Braille	14	4	96	26	101	28	112	31	39	11	362
Monitor	0	-	15	23	22	33	25	38	4	6	66
Forum	0	-	3	5	10	18	30	55	12	22	55
New Outlook	0	-	6	8	20	28	39	54	7	10	72
Braille-Monitor	-	-	1	100	-	-	-	-	-	-	1
Braille-Forum	-	-	1	100	-	-	-	-	-	-	1

C. Totals By Region

	A	%	B	%	C	%	D	%	E	%	T
1	0	-	7	20	9	26	17	48	2	6	35
2	2	2	14	15	22	25	31	36	20	22	89
3	0	-	10	20	20	40	17	34	3	6	50
4	0	-	12	37	10	30	11	33	0	-	33
5	3	3	23	27	35	40	20	23	6	7	87
6	2	5	17	19	11	30	13	35	4	11	37
7	1	1	20	27	13	18	28	38	12	16	74
8	4	5	16	21	17	22	32	43	7	9	76
9	2	2	13	17	16	21	37	49	8	11	76

Student and Non-Student Status of Respondents

A. National Totals

	Number	%
Full or part-time students	133	27
Non-students	368	73
TOTAL	501	100%

B. Totals By Source

	Student	%	Non-Student	%	Total
Braille	106	31	232	69	338
Monitor	15	26	42	74	57
Forum	6	14	37	86	43
New Outlook	6	10	55	90	61
Braille-Monitor	-	-	1	100	1
Braille-Forum	-	-	1	100	1

C. Totals By Region

	Student	%	Non-Student	%	Total
1	8	24	26	76	34
2	24	30	55	70	79
3	13	32	28	68	41
4	9	32	19	68	28
5	20	25	61	75	81
6	6	19	26	81	32
7	15	23	49	77	64
8	16	23	53	77	69
9	22	30	51	70	73

Table 5

Employment Status of Respondents

A. National Totals

	Number	%
Full-time (F)	201	35
Part-time (P)	53	9
Not employed (N)	232	41
Retired (R)	82	15
TOTAL	568	100%

B. Totals By Source

	F	%	P	%	N	%	R	%	Total
Braille	99	27	40	11	175	48	52	14	366
Monitor	21	31	4	6	31	45	12	18	68
Forum	24	43	3	5	16	29	13	23	56
New Outlook	57	75	5	7	9	11	5	7	76
Braille-Monitor	-	-	1	100	-	-	-	-	1
Braille-Forum	-	-	-	-	1	100	-	-	1

C. Totals By Region

	F	%	P	%	N	%	R	%	Total
1	7	20	5	14	19	54	4	12	35
2	31	33	11	12	39	41	13	14	94
3	26	52	5	10	13	26	6	12	50
4	17	53	4	13	9	28	2	6	32
5	24	26	12	13	45	48	12	13	93
6	15	39	1	3	17	45	5	13	38
7	29	38	9	12	24	32	14	18	76
8	23	32	5	7	31	44	12	17	71
9	29	37	1	1	35	44	14	18	79

Table 6

Type of Employment of Respondents

Type	Number	Percent
Clerical	57	12
Craftsman	42	9
Farm Worker	4	1
Housewife	78	16
Manager or admin.	31	6
Musician	36	7
Prof. or technical	171	34
Sales worker	38	8
Service worker	37	7
Total	494	100

Percent of Employment Types, by Source

Type	BBR	Monitor	Forum	New Outlook
Clerical	15	7	4	6
Craftsman	9	6	15	0
Farm worker	1	1	4	0
Housewife	17	23	20	3
Manager or admin.	6	7	7	8
Musician	9	8	2	6
Prof. or technical	25	28	40	72
Sales worker	9	10	4	4
Service worker	9	8	4	1
Total	100	100	100	100

Table 7

Is Braille the Only Reading Medium You Are Able to Use?

A. National Totals

	Number	%
Yes	166	28%
No	417	72%
TOTAL	583	100%

B. Totals By Source

	Yes	%	No.	%	Total
Braille	113	30%	267	70%	380
Monitor	25	36%	44	64%	69
Forum	15	27%	41	73%	56
New Outlook	12	16%	64	84%	76
Braille-Monitor	0	--	1	100%	1
Braille-Forum	1	100%	0	--	1

C. Totals By Region

	Yes	%	No.	%	Total
1	14	38%	23	62%	37
2	31	31%	70	69%	101
3	15	29%	36	71%	51
4	10	29%	24	71%	34
5	28	32%	59	68%	87
6	11	26%	31	74%	42
7	13	18%	58	82%	71
8	25	31%	55	69%	80
9	19	24%	61	76%	80

Table 8

In Terms of Numbers of Titles, Do You Read More in Braille Than in Other Recorded Forms?

A. National Totals

	Number	%
Yes	293	51%
No	286	49%
TOTAL	579	100%

B. Totals By Source

	Yes	%	No.	%	Total
Braille	183	49%	191	51%	374
Monitor	43	61%	28	39%	71
Forum	27	48%	29	52%	56
New Outlook	39	51%	37	49%	76
Braille-Monitor	0	--	1	100%	1
Braille-Forum	1	100%	0	--	1

C. Totals By Region

	Yes	%	No.	%	Total
1	22	58%	16	42%	38
2	47	47%	52	53%	99
3	31	60%	21	40%	52
4	17	50%	17	40%	34
5	44	51%	42	49%	86
6	13	32%	27	68%	40
7	31	42%	42	58%	73
8	44	57%	33	43%	77
9	44	55%	36	45%	80

Table 9

Comparison of Amount of Braille Book and Magazine Reading

A. National Totals

	Number	%
Mostly books (MB)	208	35
1/2 books and 1/2 magazines (HH)	174	30
Mostly magazines (MM)	207	35
TOTAL	589	100%

B. Totals By Source

	MB	%	HH	%	MM	%	Total
Braille	173	46	101	26	106	28	380
Monitor	13	18	28	40	30	42	71
Forum	8	14	18	31	32	55	58
New Outlook	12	15	27	35	39	50	78
Braille-Monitor	1	100	-	-	-	-	1
Braille-Forum	1	100	-	-	-	-	1

C. Totals By Region

	MB	%	HH	%	MM	%	Total
1	12	30	13	33	15	37	40
2	34	34	28	28	37	38	99
3	15	29	17	33	20	38	52
4	12	34	14	40	9	26	35
5	35	39	26	29	29	32	90
6	15	37	8	19	18	44	41
7	16	22	25	34	33	44	74
8	37	48	21	27	19	25	77
9	32	40	22	27	27	33	81

Table 10

On the Average, How Many Braille Book Volumes Do You Read Per Month

A. National Totals

		Number	%
1 or less	(A)	187	35
2 - 6	(B)	236	45
7 - 15	(C)	80	15
More than 15	(D)	26	5
	TOTAL	529	100

B. Totals By Source

	A	%	B	%	C	%	D	%	Total
Braille	109	31	155	45	61	18	20	6	345
Monitor	23	37	30	48	8	13	1	2	62
Forum	27	50	21	39	3	5	3	6	54
New Outlook	28	42	29	44	7	11	2	3	66
Braille-Monitor	-	-	1	100	-	-	-	-	1
Braille-Forum	-	-	-	-	1	100	-	-	1

C. Totals By Region

	A	%	B	%	C	%	D	%	Total
1	11	31	12	23	11	31	2	5	36
2	30	33	46	50	11	12	5	5	92
3	16	34	25	53	2	4	4	9	47
4	8	25	17	53	4	13	3	9	32
5	36	43	31	37	14	17	3	3	84
6	18	50	16	44	2	6	0	0	36
7	23	41	23	40	8	14	3	5	57
8	20	27	36	49	13	18	4	6	73
9	25	33	30	39	15	20	6	8	76

Table 11

On the Average, How Many Braille Magazine Volumes Do You Read Per Month

A. National Totals

	Number	%
1 or less (A)	96	18
2 - 6 (B)	273	51
7 - 15 (C)	125	23
More than 15 (D)	41	8
TOTAL	535	100%

B. Totals By Source

	A	%	B	%	C	%	D	%	Total
Braille	77	22	185	53	67	19	18	6	347
Monitor	7	11	32	50	16	25	9	14	64
Forum	7	13	26	47	16	29	6	11	55
New Outlook	5	7	29	43	26	38	8	12	68
Braille-Monitor	-	-	1	100	-	-	-	-	1
Braille-Forum	-	-	-	-	-	-	-	-	0

C. Totals By Region

	A	%	B	%	C	%	D	%	Total
1	4	12	16	47	9	26	5	15	34
2	13	14	50	55	22	24	6	7	91
3	4	9	23	51	12	27	6	13	45
4	6	20	13	45	8	28	2	7	29
5	16	20	43	53	17	21	5	6	81
6	7	20	20	57	7	20	1	3	35
7	7	10	36	51	21	30	6	9	70
8	18	25	41	56	12	16	2	3	73
9	21	27	31	40	17	22	8	11	77

Table 12

Indication of Preference for the Length of Braille Books

A. National Totals

		Number	%
Short: 1-2 vols.	(S)	153	25%
Medium: 3-5 vols.	(M)	155	25%
Long: Over 5 vols.	(L)	41	6%
No preference	(N)	270	44%
	TOTAL	619	100%

B. Totals By Source

	S	%	M	%	L	%	N	%	Total
Braille	95	23	102	25	27	7	182	45	406
Monitor	20	24	24	29	7	9	31	38	82
Forum	13	24	11	20	5	9	26	47	55
New Outlook	25	34	18	24	2	3	29	39	74
Braille-Monitor	--	--	--	--	--	--	1	100	1
Braille-Forum	--	--	--	--	--	--	1	100	1

C. Totals By Region

	S	%	M	%	L	%	N	%	Total
1	13	34	6	16	6	16	13	34	38
2	25	24	28	26	4	4	48	46	105
3	15	26	13	23	2	4	27	47	57
4	13	37	6	17	0	--	16	46	35
5	23	24	24	25	10	11	38	40	95
6	15	40	5	14	0	--	17	46	37
7	13	16	19	23	8	10	42	51	82
8	16	20	32	40	7	8	26	32	81
9	20	22	22	25	4	5	43	48	89

Table 13

Indication of Preference for the Length of Braille Magazines

A. National Totals

	Number	%
Short: 1 part (S)	90	16%
Long: 2 + (L)	64	12%
No Preference (N)	394	72%
TOTAL	548	100%

B. Totals By Source

	S	%	L	%	N	%	Total
Braille	55	15	42	12	258	73	355
Monitor	6	9	11	16	52	75	69
Forum	16	31	7	14	28	55	51
New Outlook	13	19	3	4	54	77	70
Braille-Monitor	--	--	1	50	1	50	2
Braille-Forum	--	--	--	--	1	100	1

C. Totals By Region

	S	%	L	%	N	%	Total
1	12	33	5	14	19	53	36
2	13	14	12	12	72	74	97
3	6	13	4	8	37	79	47
4	7	23	4	13	20	64	31
5	14	16	10	12	62	72	86
6	5	14	5	14	27	72	37
7	8	11	7	10	55	79	70
8	17	24	8	12	45	64	70
9	8	11	9	12	57	77	74

Table 14

Readership Preferences by Type of Reading Material

A. Overall Ranking of First Four Preferences

Type	Number	%	Preference Rank
Education	317	12%	4
Entertainment	626	24%	1
General Information	510	20%	2
Hobbies	373	14%	3
Reference Books	300	12%	5
Religion	199	8%	7
Vocational-Professional	259	10%	6
TOTALS	2,584	100%	

B. Rank as First Preference and as First and Second Preference

	First Preference			Second Pre-ference	Total 1st and 2nd Preference		
	No.	%	Rank		No.	%	Rank
Education	105	12	3	81	186	12	4
Entertainment	304	35	1	136	440	28	1
General Information	155	17	2	169	324	21	2
Hobbies	89	10	4	118	207	13	3
Reference Books	92	10	4	71	163	11	5
Religion	77	9	5	31	108	7	6
Vocational-Professional	64	7	6	53	117	8	7
TOTALS	886	100		659	1,545	100	

Table 15

Readership Preferences by Type of Magazine Reading Material

A. Overall Ranking of First Three Preferences

Type	Number	%	Preference Rank
Entertainment	337	22	2
General Interest	360	23	1
News and Public Affairs	344	22	2
Professional or Vocational	212	14	4
Special Interest Subjects	293	19	3
	1546	100	

B. Rank as First Preference and as First and Second Preference

Type	First Preference No.	%	Rank	Second Preference	Total 1st & 2nd Preference No.	%	Rank
Entertainment	148	23	1	95	243	24	2
General Interest	152	24	1	116	268	27	1
News and Public Affairs	127	20	2	110	237	24	2
Professional or Vocational	89	14	3	59	148	15	3
Special Interest Subjects	118	19	4	80	98	10	4
	634	100		460	994	100	

C. Ranked Preference Within Type of Reading Material

Type	1st choice No.	%	2nd choice No.	%	3rd choice No.	%
Entertainment	148	44	95	23	94	28
General Interest	152	42	116	32	92	26
News & Public Affairs	127	37	110	32	107	31
Professional or Vocational	89	42	59	28	64	30
Special Interest Subjects	118	40	80	27	95	33
	634		460		452	

Table 16

Source of Braille Books

A. National Totals

	Number	%
Regional libraries (RL)	312	55
Other sources (OS)	110	19
Half regional and half other (HH)	147	26
TOTAL	569	100

B. Totals By Source

	RL	%	OS	%	HH	%	Total
Braille	223	61	61	16	84	23	368
Monitor	35	49	19	27	17	24	71
Forum	22	40	13	24	20	36	55
New Outlook	30	41	17	23	26	36	73
Braille-Monitor	1	100	-	-	-	-	1
Braille-Forum	1	100	-	-	-	-	1

C. Totals By Region

	RL	%	OS	%	HH	%	Total
1	15	41	9	24	13	35	37
2	50	51	21	21	27	28	98
3	27	53	9	18	15	29	51
4	17	50	8	24	9	26	34
5	56	62	16	18	18	20	90
6	24	65	3	8	10	27	37
7	37	52	16	23	18	25	71
8	48	63	6	8	22	29	76
9	38	51	22	29	15	20	75

Table 17

Adequacy of the Number of Braille Books Obtainable from Regional Libraries

A. National Totals

		Number	%
		Number	%
More than used	(A)	126	23%
Adequate	(B)	272	51%
Less than adequate	(C)	84	16%
Much less than adequate	(D)	53	10%
	TOTAL	535	100%

B. Totals By Source

	A	%	B	%	C	%	D	%	Total
Braille	84	24	182	51	54	15	36	10	356
Monitor	13	21	25	41	16	26	7	12	61
Forum	11	21	31	60	4	8	6	11	52
New Outlook	18	28	32	50	10	16	4	6	64
Braille-Monitor	--	--	1	100	--	--	--	--	1
Braille-Forum	--	--	1	100	--	--	--	--	1

C. Totals By Region

	A	%	B	%	C	%	D	%	Total
1	5	15	21	61	4	12	4	12	34
2	26	29	43	48	13	15	7	8	89
3	7	15	28	58	8	17	5	10	48
4	9	28	14	44	7	22	2	6	32
5	16	19	43	51	17	20	8	10	84
6	13	37	17	49	2	6	3	8	35
7	17	25	32	47	12	18	7	10	68
8	15	21	42	58	9	13	6	8	72
9	18	25	32	44	12	16	11	15	73

Table 16

Adequacy of the Number of Braille Magazines Obtainable from Regional Libraries

A. National Totals

	Number	%
More than used (A)	99	20
Adequate (B)	296	61
Less than adequate (C)	61	13
Much less than adequate (D)	28	6
TOTAL	484	100%

B. Totals By Source

	A	%	B	%	C	%	D	%	Total
Braille	66	21	183	60	41	13	17	6	307
Monitor	10	17	38	63	6	10	6	10	60
Forum	11	21	34	66	6	11	1	2	52
New Outlook	12	19	40	64	7	11	4	6	63
Braille-Monitor	-	-	1	100	-	-	-	-	1
Braille-Forum	-	-	-	-	1	100	-	-	1

C. Totals By Region

	A	%	B	%	C	%	D	%	Total
1	7	25	15	55	3	10	3	10	28
2	13	16	52	66	10	12	5	6	80
3	4	10	27	66	8	19	2	5	41
4	7	24	15	50	7	25	1	1	30
5	14	19	45	61	10	13	5	7	74
6	12	35	18	52	4	12	1	1	35
7	13	20	44	69	5	8	2	3	64
8	12	18	47	71	5	7	3	4	67
9	17	26	33	51	9	14	6	9	65

APPENDIX D

States Included in Geographic Regions

TO: Division for the Blind and Physically Handicapped
Library of Congress
Richard H. Evensen, Special Assistant to the Chief

FROM: Government Studies & Systems (GSS)
Rodney P. Lane, Senior Associate
Dr. Morris Hamburg, Special Consultant

DATE: February 19, 1974

SUBJECT: Work Plan and Procedures for Survey of Braille Readers

Government Studies & Systems (GSS) is assisting the Division for the Blind and Physically Handicapped (DBPH) of the Library of Congress in a national survey of braille readership preferences. The project is time and budget limited and is essentially collaborative in which GSS provides consultation and technical direction and DBPH implements and performs survey procedures. In addition to providing general consultation throughout, GSS has responsibility for (1) determining sample size and design, (2) preparing sampling procedures and instructions, (3) designing the questionnaire instrument and instruction for respondents, (4) designing the plan for compiling and analyzing questionnaire returns, and (5) preparing an interpretative report of survey findings.

DBPH has responsibility for (1) providing the necessary background materials and data for the survey, (2) assembling the list (or lists) of braille readers, (3) drawing the sample of readers to be questionnaired in accordance with the sample design, (4) physical preparation and reproduction of questionnaires and related mail-out data (braille and print), (5) performing the mail-out, and (6) assembling, compiling and analyzing questionnaire responses in accordance with the analysis plan.

Based on a limited review of background information and discussions with DBPH staff in Washington, an overall work program for the project has been developed and is summarized below. The work program is designed to describe and schedule the various activities involved and to make explicit certain assumptions and constraints operative in the survey.

A. Objective

1. The general objective of the survey is to determine, by means of a questionnaire survey of braille readers, the general categories and kinds of braille books which the Library of Congress should make available for circulation to blind persons. The purpose is to develop such information for budget planning and allocation purposes and to influence policies governing the types of books to be selected.
2. The survey will indicate general preferences of braille readers, at a level of detail to indicate types of books preferred, but not specific titles. Preferences solicited will be in terms of braille books only and will not include talking books or other kinds of reading materials for the blind or physically handicapped.

B. Statistical universe

1. The basic list from which the sample of readers will be drawn is the estimated 11,000 braille reader subscribers to the Braille Book Review. It is understood that this list is maintained alphabetically, by state, and by reader surname within each state. Sex of reader is

identifiable only by given name and title prefix - Miss, Mrs., or Mr. New names are added by request, directly through any Regional Library. Deletions are made by cancellation,or when the magazine is undeliverable as indicated by the Post Office. While DBPH staff expresses some doubt about the degree of list accuracy and currency, it remains the most comprehensive list available and, therefore, has been designated for use in this survey. It is assumed that a systematic sample from this alphabetical list will yield a simple random sample of the universe defined by the list.

2. Secondary lists. Three additional lists of braille readers have been identified by DBPH: (a) Braille Forum, (b) Braille Monitor, and (c) A New Outlook for the Blind. These supplementary lists (at least two of the three) represent membership in established organizations or associations of blind persons. The lists are assumed to be current and up-to-date. It is important from DBPH's point of view to make certain that any basic differences in readership preferences as between Braille Book Review readers and those on these three supplementary lists are identified. Therefore, separate samples will be drawn from the three supplementary lists to identify any differences in readership characteristics and preferences of braille readers

whose names do not appear on the Braille Book Review list. It should be emphasized that these supplementary lists are not considered to be a part of the basic statistical universe for the survey. Questionnaire responses from readers on supplementary lists will be analyzed separately only for the purpose of assessing any differences in readership characteristics and preferences from those observed for Braille Book Review readers. Sampling and analysis procedures will be designed accordingly. Data compilations, findings and conclusions will be kept separate for each list. Basic characteristics of the three supplementary lists are summarized below:

a. Braille Forum (about 2,000 names)

- 4 x 6 cards arranged alphabetically, by state
- sex indicated by name and title
- names added by solicitation and deleted by request or non-delivery; some verification
- list available at DBPH

b. Braille Monitor (2,000 - 3,000 names)

- controlled by American Federation for the Blind; total list not available to DBPH
- American Federation for the Blind has agreed to draw sample in accordance with survey instructions
- on punch cards with key number identification
- names added by individual request or by state affiliates

- it is assumed that list is (or can be) alphabetized by state (this needs to be confirmed)
- fairly continuous verification of list; list reported as highly accurate

c. A New Outlook for the Blind (about 600 names)

- names on computer tape; can be reproduced in any form, i.e., alphabetical by state
- list has high percentage of professional type persons
- names are added by paid subscription and deleted by cancellation
- DBPH has list

C. Sampling procedure

1. Assumptions and constraints: basic sample

a. Determination of sample size and procedures for drawing the sample depend upon the specific objective to be attained and the degree of precision of estimation required.

b. Based on discussions with DBPH staff, the specific objective is to determine the range and extent to which selected general categories of braille print books are preferred by users whose names appear on the Braille Book Review. The number of such categories is not expected to exceed 10.

c. The number of reader characteristics to be associated with preference selections is not expected to exceed 5, e.g., age, sex, student or not, employed or not, retired or not.

d. It was further determined that sample results within 5-10 percentage points of the true universe figures would be sufficiently accurate for DBPH upcoming budget and resource allocation policy decisions.

e. Based on the above determinations and assumptions, it is further assumed that a sample response of 440 completed questionnaires would furnish the needed data to satisfy DBPH's stated objective.

f. Review of recent questionnaire survey experience using the Braille Book Review periodical and the 1969 comprehensive survey by Nelson Associates, along with consideration of latitudes available in the current effort suggest that a 40 percent return is not an unreasonable expectation.

g. As previously indicated, the extent of information available in the Braille Book Review list makes stratification neither feasible nor necessary. Further, since there is no known cyclical bias in an alphabetical listing of braille readers, a systematic sampling of every tenth name should produce a reasonably representative sample. (See table below.)

2. Assumptions and constraints: supplementary samples

a. In order to appraise generally any differences in broad categories of readership preferences and respondent characteristics (age, sex, student status, employment status, retirement) it is assumed that sample responses of about 100 from each of the Forum and Monitor lists would be adequate. This is a judgment based upon the limited objective of this supplementary sampling and the overall size of the respective lists (2,000 and 2,500). The number of sample responses required from the New Outlook is estimated at 75 and is reduced somewhat because of the smaller size of this list (600) and other statistical considerations.

b. The response rate from the Forum and Monitor lists is estimated at 60 percent, as compared to the 40 percent expected from the Braille Book Review list, because such readers also represent membership in organizations actively interested in services for the blind and because the Forum and Monitor lists are assumed to be more current and accurate. The response rate from the New Outlook list is estimated at 50 percent because of the reported higher number

of professional persons included. Such readers might well use more private braille reading services and, therefore, might be less interested in a questionnaire dealing with public services and sources.

c. The degree of overlap between the Braille Book Review and supplementary lists identified above presents a special problem in the light of the following established survey constraints:

(1) No respondent included in this survey shall receive more than one questionnaire. This means that any duplication of names in selection of the samples will be eliminated before questionnaires are mailed.

(2) A name drawn from the Braille Book Review list (the basic universe) which also appears in any or all of the samples selected from the other three lists shall be considered in the basic universe sample and eliminated from the supplementary sample. Careful and precise records of names drawn in all samples and those names eliminated by reason of this duplication should be maintained by DBPH for survey analysis.

(3) Mailed questionnaires must be pre-coded to indicate the list from which the name was drawn so that the basic sample data and supplementary sample data can be properly identified, compiled and analyzed separately. Mailed questionnaires should also be pre-coded by zip code (first three digits) to facilitate state and sub-state regional compilations.

(4) The extent of overlap represented by names on more than one of the identified lists is unknown. In the absence of any specific information, a 20 percent overlap is estimated; i.e., one in five of the names selected in the other three lists are expected to appear on the Braille Book Review list. (DBPH has been requested to make a specific count of actual overlap between the New Outlook list and the Braille Book Review list based on a systematic sampling of every 6th name on the New Outlook list. These names will be checked against the Braille Book Review list. The actual percent overlap will be used to adjust the estimated overlap.)

3. A summary table showing universe, sample size, estimated overlap, estimated response rate and number of completed responses anticipated appears below.

Universe/ Supp. lists	Number	Sample Size	Estimated Overlap	Estimated Response Rate	Number Completed Questionnaires
Braille Book R.	11,000	1,100	--	40%	440
Forum	2,000	200	20%	60%	96
Monitor	2,500	250	20%	60%	120
New Outlook	600	180	20%	50%	72

4. A summary of the tentative sampling procedure is as follows:

   a. Check to determine that Braille Book Review list is arranged in alphabetical order by surname, by state.

   b. Select every 10th name and construct a master sample list showing full name and address of selected name. (If, for any reason, the name or address is not clear or complete, select the next name, but continue to use the original sampling interval of every tenth name.

   c. Check to determine that the Forum, Monitor and New Outlook lists are in alphabetical order by state. Rearrange lists to achieve this order, if necessary.

   d. Select every 10th name from the Forum and Monitor lists and construct separate master supplementary sample lists showing full name and address of selected name. (Follow instruction in b, above, if name or address is incomplete or uncelar.)

   e. Select every third name from New Outlook list and repeat procedure as in d, above, Eliminate every 10th name from New Outlook sample list to reduce sample size from 200 to 180.

f. Check Forum sample list against Braille Book Review sample list and eliminate from the Forum sample list any name that appears on both lists. Record and identify such duplications.

g. Check Monitor sample list against Braille Book Review list and eliminate from the Monitor sample any name that appears on both lists. Record and identify such duplications.

h. Repeat process as described in g, above, for the New Outlook list.

i. Compare Forum, Monitor and New Outlook lists, after screening and elimination of duplications, as described in f, g, and h, above. List names which appear on more than one of these three supplementary lists and identify the specific lists on which each name appears. Eliminate duplicated names arbitrarily, but with the objective of achieving equal numerical reductions in each list.

j. Number the unduplicated list of names on the basic sample list and the three supplementary sample lists.

k. Assign a code identification to each name on the basic sample list and the three supplementary sample lists. Use first three digits of zip code plus a letter code and number for each name. Use the following letter codes: B - Braille Book Review list; F - Forum list; M - Monitor list; and L - New Outlook list. Thus, the first person, alphabetically listed, in the screened Braille Book Review sample with an assumed residence in the suburban Philadelphia area would be assigend the code 190B1. If the next person listed lived in Boise, Idaho, the code number would be 837B2, etc. If the first person drawn in the New Outlook sample resided in Boise, Idaho, the code would be 837L1, etc.

l. An additional code symbol should be assigned to the sample of names drawn from the Braille Book Review list if such names also appear on one or more of the supplementary lists. Simply add the letter designation of the supplementary list (or lists) to the code identification described above. In reference to the first example above, if the first person in the Braille Book Review sample was also listed on the Forum list, the letter "F" should be added, e.g., 190B1F. If that person was also included on all three supplementary lists, the code assigned should be 190B1FML. This coding procedure will facilitate analysis of differences in characteristics and preferences among readers on the various lists.

m. The four coded lists, as described above, will be placed on each questionnaire to provide pre-code identification.

D. Questionnaire content

1. DBPH will provide a listing of data items to be included in the questionnaire. GSS will review and examine these items, add supplementary items and develop questionnaire format and design.
2. Questionnaire size will be limited to not more than two pages using standard check-off format to facilitate objectivity and easy response.
3. Both braille and print copy of questionnaires and instructional material will be sent to each respondent.
4. Each questionnaire will be pre-coded for identification purposes. Respondents will be informed of this, but will be assured of complete confidentiality and that no identifiable individual responses will be published. Respondent signatures on questionnaires will not be required.
5. Each questionnaire will be accompanied by a letter describing the survey objectives and requesting cooperation. The letter will be signed by the Chief of DBPH, or an official designated by him.
6. Turn-around time for return of completed questionnaires will be not more than 2-3 weeks from anticipated date of delivery.
7. No follow-up procedure to improve response rate is contemplated. If the response rate is significantly below expectations, this decision must be reviewed.

E. Data analysis plan

To be later developed.

F. Tentative schedule of survey activities

	Work Activity	By Whom
Feb. 20	Completion of survey work plan	GSS
Feb. 25	Receipt of DBPH questionnaire content materials	GSS
March 1 - 8	Drawing of samples, screening for duplications of names, preparation of master sample lists with pre-coding identifications	DBPH
March 1 - 8	Preparation and pretest of questionnaire content, instructions and letter	GSS
March 11 - 12	Review and revision of questionnaire content	DBPH, GSS
March 13 - 22	Reproduction of questionnaire materials	DBPH
March 25 - 27	Pre-coding questionnaires and mail out	DBPH
March 25 - April 1	Preparation of analysis plan	GSS
April 1 - 15	Return of questionnaires	--
April 10 - 19	Compilation and analysis of returned questionnaires	DBPH
April 22 - 30	Completion of summary report, including review sessions with DBPH	GSS

APPENDIX C

Work Plan Procedures and Methodology

State Regional Codes

Region 1

010 - 027	Massachusetts
028 - 029	Rhode Island
030 - 038	New Hampshire
039 - 049	Maine
050 - 059	Vermont
060 - 069	Connecticut
070 - 089	New Jersey

Region 2

100 - 149	New York
150 - 196	Pennsylvania
197 - 199	Delaware

Region 3

200 - 205	District of Columbia
220 - 246	Virginia
247 - 268	West Virginia
270 - 289	North Carolin-
290 - 299	South Carol

Region 4

300 - 319	Georgia
320 - 339	Florida
350 - 369	Alabama
370 - 385	Tennessee
386 - 397	Mississippi

Region 5

400 - 427	Kentucky
430 - 458	Ohio
460 - 479	Indiana
480 - 499	Michigan

Region 6

500 - 528	Iowa
530 - 549	Wisconsin
550 - 567	Minnesota
570 - 577	South Dakota
580 - 588	North Dakota
590 - 599	Montana

Region 7

600 - 629	Illinois
630 - 658	Missouri
660 - 679	Kansas
680 - 693	Nebraska

Region 8

700 - 714	Louisiana
716 - 729	Arkansas
730 - 749	Oklahoma
750 - 799	Texas
800 - 816	Colorado
820 - 831	Wyoming
832 - 838	Idaho
840 - 847	Utah
850 - 865	Arizona
870 - 884	New Mexico
890 - 898	Nevada

Region 9

900 - 966	California
967 - 968	Hawaii
969	Pacific Islands
970 - 979	Oregon
980 - 994	Washington
995 - 999	Alaska